

Innovation and Creativity

Innovation and creativity are the lifeblood of a successful small business. I've sometimes been asked about the difference between creativity and innovation. Creativity is when someone invents, develops, or comes up with something new. Innovation is using existing ideas, methods, or processes in new and different ways. In business, it's important to be both creative and innovative. Gary Salton, Ph.D., garysalton2.blogspot.com, has an excellent article and video that describes the creative process in detail. Gary suggests that, "creativity is a numbers game. The more unusual inputs that are considered, the greater will be the creative volume." Check out Innovation Excellence, <http://www.innovationexcellence.com>, for a comprehensive summary of the best articles on innovation. Tony Wagner suggests that the most essential qualities of a successful innovator include:

- Curiosity, which is a habit of asking good questions and a desire to understand more deeply
- Collaboration, which begins with listening to and learning from others who have perspectives and expertise that are very different from your own
- Associative or integrative thinking
- A bias toward action and experimentation

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